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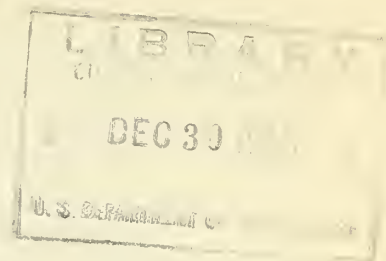
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# Consumer Purchases of Selected FRUITS AND JUICES



in JUNE  
1955



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

## PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF FRUITS AND JUICES  
IN JUNE 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Household purchases of oranges and orange products in June were equivalent to about 6 million boxes of fresh fruit, about a tenth more than in June 1954. Fresh orange purchases accounted for most of the gain. Lower prices were reported paid for oranges and orange products compared with June 1954.

Purchases of grapefruit and grapefruit products equaled about 2 million boxes, almost a sixth more than in June last year. The increase was the result of larger purchases of both fresh grapefruit and canned grapefruit juice. The prices consumers paid for grapefruit and canned juice averaged higher than a year ago, especially for fresh grapefruit.

On a fresh equivalent basis, purchases of lemons and lemon products were about a sixth smaller than in June 1954. Smaller purchases were reported for fresh lemons, lemon juice, and concentrate for lemonade.

Householders bought about 7 million cases of canned single-strength juices during June, a slight increase from June 1954. Pineapple and prune juice were the only noncitrus juices to show a gain in purchases over last year. Prices paid averaged lower for each of the noncitrus juices except tomato, which was almost 2 cents a 46-ounce can higher.

## FROZEN JUICES AND ADES

Householders purchased slightly less frozen concentrated juices during June 1955 than in the preceding month, but about a tenth more than in June 1954. Purchases of some frozen concentrated juice were reported by about a third of the Nation's families--almost the same proportion as a year earlier. Buying families, however, purchased larger average quantities than in June a year ago.

Purchases of frozen concentrated orange juice during June 1955 were about 12 percent larger than a year earlier (fig. 4). Purchases, however, were smaller than in any month since December 1954. Prices reported paid by householders for frozen concentrated orange juice averaged 15.5 cents a 6-ounce can, compared with 16.2 cents in June 1954 (table 2). A larger proportion of families (30.7 percent) bought frozen orange concentrate during June than a year earlier (29.5 percent).

About a tenth more frozen concentrated grape juice was purchased by household consumers during June 1955 than a year earlier. This was the largest monthly volume of purchases reported so far. Consumers reported paying about 1.5 cents less for a 6-ounce can than in June 1954.

Household purchases of frozen concentrate for lemonade during June 1955 were slightly smaller than a year earlier despite the fact that the average price paid by householders was about 2 cents a 6-ounce can lower than in June 1954 (fig. 3). This decrease in purchases was the result of buying by fewer families, as average purchases by buying families was moderately larger than a year earlier.

Purchases of shelf-pack concentrate for lemonade during June 1955 amounted to slightly over 70,000 gallons, a sharp decrease from the 150,000 gallons purchased in June a year ago. There was a sharp reduction from a year earlier both in the number of families buying and in the average quantity purchased by those families. Prices reported paid were unchanged from a year earlier.

Household purchases of shelf-pack concentrate for orangeade were also down sharply from a year earlier. Prices reported paid were slightly higher than in June 1954.

Householders purchased about the same quantity of canned single-strength orangeade during June 1955 as a year earlier (table 1). There was little change from a year earlier in the proportion of families buying and in average quantities purchased by buying families. Prices paid averaged about 27 cents a 46-ounce can, slightly lower than in June 1954.

## CANNED JUICES

Total purchases of canned single-strength juices by householders in June 1955 increased slightly from June a year ago. Prices reported paid averaged lower for each canned juice except tomato and grapefruit juices, for which higher prices were paid.

Householders' buying of canned single-strength orange juice increased slightly compared with June a year earlier. Prices reported paid were down almost 2 cents a 46-ounce can. While fewer families bought orange juice during June, the average volume purchased per buying family was larger than a year earlier (table 1).

Purchases of canned single-strength grapefruit juice by householders rose about 18 percent in June 1955 compared with the previous year. Prices paid were slightly higher. More families bought grapefruit juice during the month and their purchases were larger than in June a year ago.

Purchases of orange-grapefruit blended juice in June were down about 15 percent from a year earlier. Prices paid averaged 28 cents a 46-ounce can, almost unchanged from last year. Fewer families bought blended juice during the month, while purchases per buying family averaged about the same as in June 1954.

Purchases of canned and bottled lemon juice in June were down about a fourth from a year earlier. Prices reported paid were almost unchanged. The decline in purchases resulted primarily from fewer families buying.

Householders bought almost a fourth more pineapple juice in June than in this month last year. Prices paid by consumers were considerably lower than in June 1954, but were slightly higher than in the preceding month. More families bought pineapple juice in June and purchases per buying family were larger compared with June a year ago.

Purchases of tomato juice, one of the major competitors of citrus juices, dropped almost a fifth in June compared with June 1954. Prices paid were up almost 2 cents a 46-ounce can. The percentage of families buying tomato juice was down from June 1954 and the average volume purchased per buying family was somewhat smaller.

Purchases of prune juice by householders in June rose a fourth above June last year. Prices paid were slightly lower. More families bought prune juice and purchases per buying family were somewhat larger.

Grape juice purchases were below June a year ago. Prices paid were slightly lower.



## FRESH CITRUS FRUIT

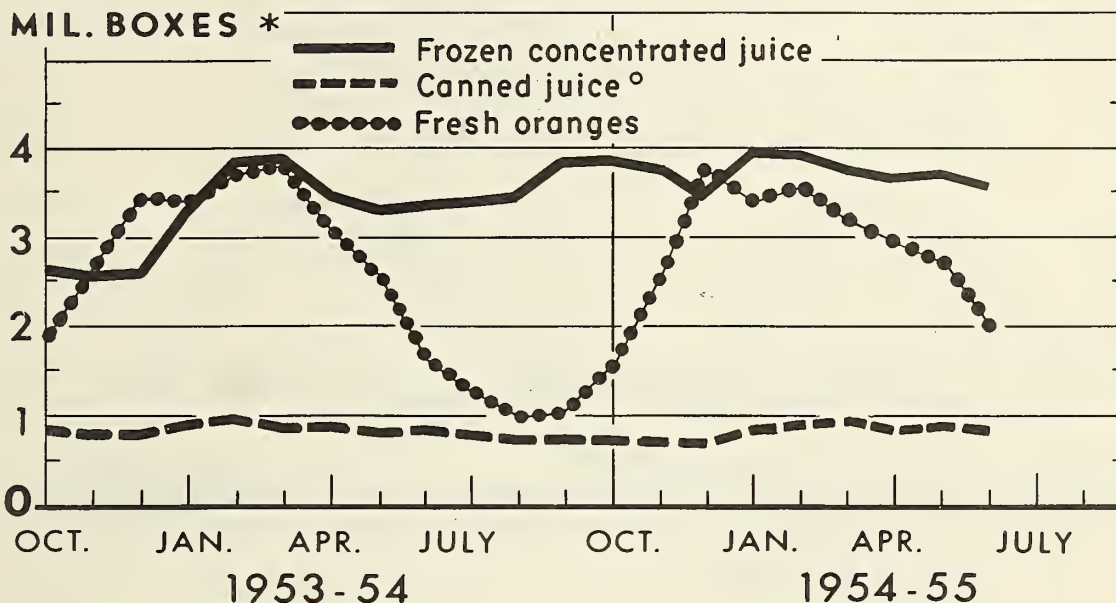
Householders bought about 2 million boxes of fresh oranges in June 1955, nearly a fourth more than a year earlier. Purchases were down sharply from the preceding month, as the Florida Valencia season drew to a close. Compared with June a year ago, prices reported paid for both California-Arizona and Florida oranges were about 4-1/2 cents a dozen lower (fig. 8). Almost 35 in 100 families reported buying fresh oranges in June compared with 30 a year earlier, and the average number purchased per buying family was larger (table 3).

Householders bought about 15 percent more fresh grapefruit in June than a year earlier. Prices paid averaged almost \$1.02 a dozen compared with 90 cents in June 1954 (fig. 7).

Purchases of fresh lemons by householders during June amounted to almost 600,000 boxes, about a sixth less than in June a year ago. Prices paid averaged about 40 cents a dozen, down about 4 cents from last year. Purchases were made by 32 percent of all families reporting, compared with 36 percent last June (table 3).



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH FRUIT EQUIVALENT

°INCLUDES HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1273-55 (7) AGRICULTURAL MARKETING SERVICE

Figure 1

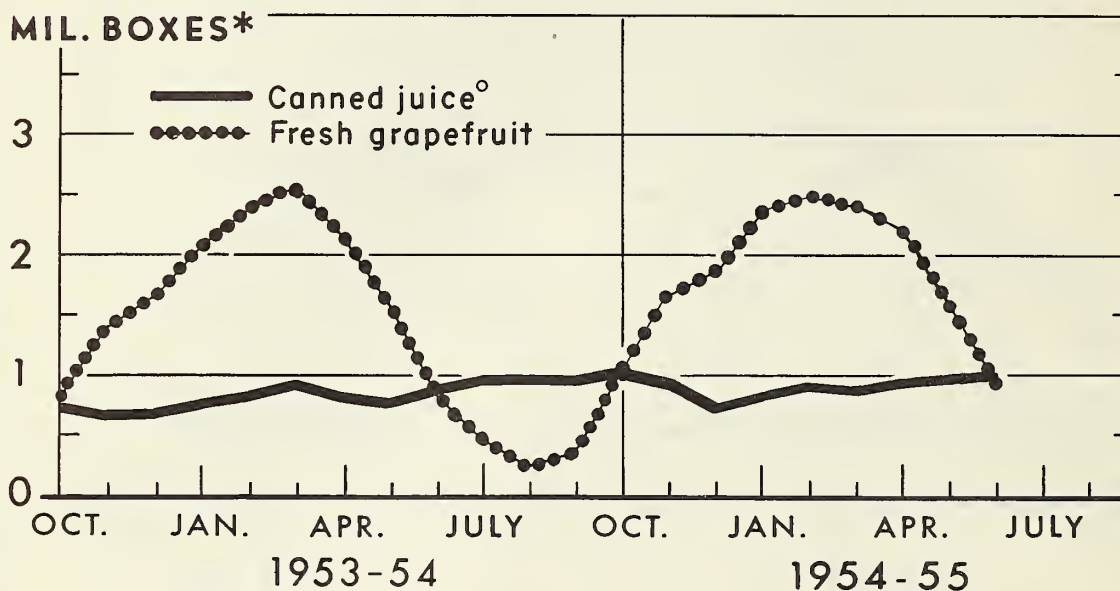
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1953 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,574	1,825	3,350	2,633	722	809	6,146	5,267
November	2,518	2,626	3,769	2,559	713	773	7,000	5,958
December	3,764	3,459	3,486	2,591	711	773	7,961	6,823
October-December 2/	8,612	8,552	11,917	8,367	2,299	2,556	22,828	19,475
January	3,400	3,383	3,984	3,326	830	891	8,214	7,600
February	3,555	3,702	3,972	3,243	897	955	8,424	8,500
March	3,181	3,808	3,775	3,385	912	828	7,868	8,521
October-March 2/	19,543	20,371	24,599	20,486	5,177	5,491	49,319	46,348
April	2,965	3,096	3,685	3,459	841	862	7,491	7,417
May	2,709	2,585	3,700	3,285	872	794	7,281	6,664
June	2,001	1,632	3,568	3,336	822	821	6,391	5,709
October-June 2/		28,215		31,395		8,220		67,331
July		1,293		3,399		795		5,427
August		996		3,462		721		5,181
September		1,011		3,343		730		5,584
Season 2/		31,759		42,995		10,674		85,428

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES  
 SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1274-55 (7) AGRICULTURAL MARKETING SERVICE

Figure 2

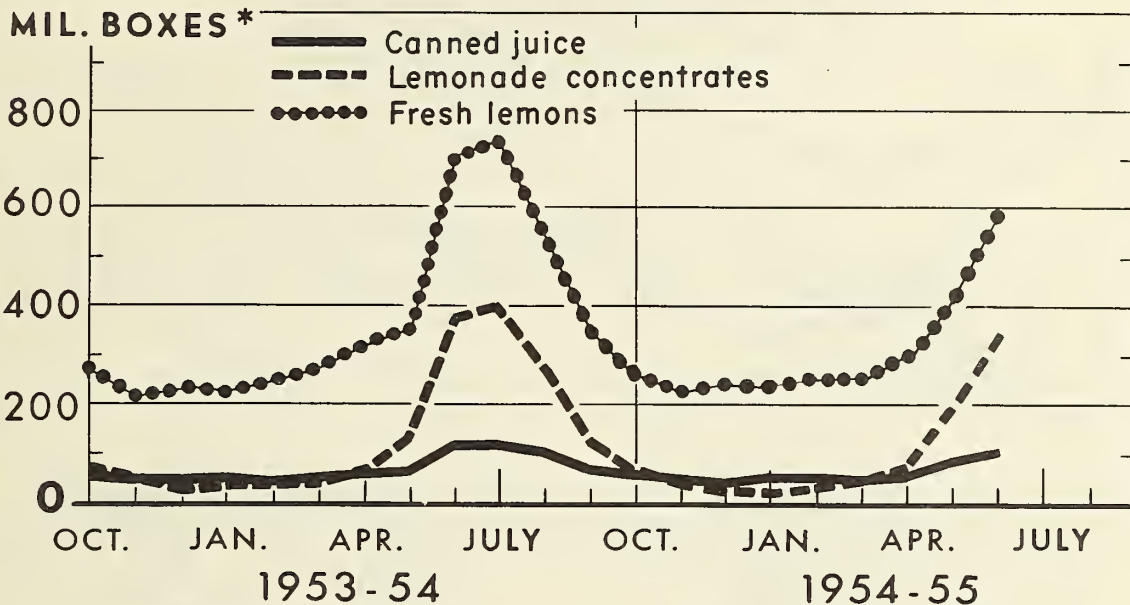
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1953 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice <sup>1/</sup>		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,053	836	1,037	724	2,090	1,560
November	1,694	1,411	911	665	2,605	2,076
December	1,895	1,633	725	676	2,620	2,364
October-December <sup>2/</sup>	5,121	4,331	2,847	2,191	7,968	6,522
January	2,330	2,092	882	745	3,212	2,837
February	2,498	2,332	907	802	3,405	3,134
March	2,387	2,579	887	915	3,274	3,494
October-March <sup>2/</sup>	12,995	12,027	5,734	4,871	18,729	16,898
April	2,162	2,122	924	811	3,086	2,933
May	1,552	1,561	978	767	2,530	2,328
June	948	326	970	842	1,918	1,668
October-June <sup>2/</sup>		16,858		7,431		24,289
July		442		989		1,431
August		237		986		1,223
September		349		977		1,325
Season <sup>2/</sup>		17,933		10,634		28,567

<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1275- 55 (7) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1953 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	252	274	54	54	51	64	59	67	365	395
November	225	213	49	47	35	39	37	41	311	301
December	243	232	44	43	27	25	29	26	316	301
October-December 3/	735	774	161	153	120	135	132	141	1,078	1,063
January	234	223	51	49	26	29	27	32	312	304
February	251	246	48	42	29	27	31	32	330	320
March	252	278	46	50	41	33	43	35	341	363
October-March 3/	1,583	1,591	318	303	224	231	241	243	2,142	2,147
April	307	321	54	60	68	55	72	61	433	442
May	407	352	84	67	187	124	197	135	688	554
June	587	706	96	119	327	346	342	378	1,025	1,203
October-June 3/		3,078		577		828		897		4,552
July		738		120		373		399		1,257
August		545		106		247		266		913
September		352		61		111		121		534
Season 3/		4,843		881		1,622		1,749		7,473

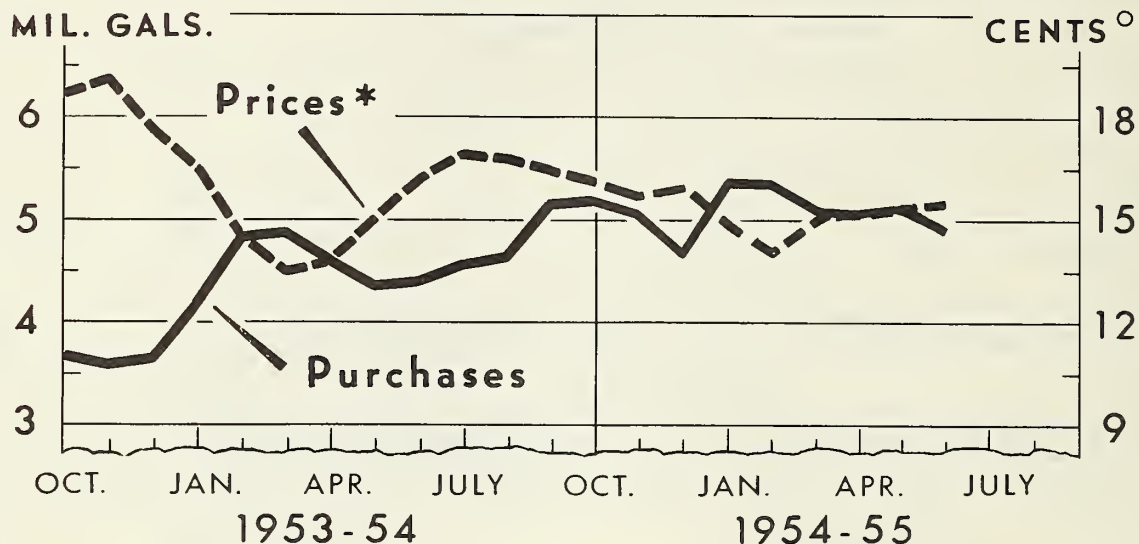
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER-6 OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1276-55 (7) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1953 to date

Period	Purchases		Average price per 6 oz. can	
	1954-55	1953-54	1954-55	1953-54
	1,000 gallons	1,000 gallons	Cents	Cents
October	5,161	3,688	16.1	18.6
November	5,052	3,584	15.7	19.1
December	4,673	3,622	15.9	17.7
October-December 1/	15,974	11,718		
January	5,377	4,189	14.9	16.5
February	5,360	4,640	14.0	14.6
March	5,094	4,393	2/14.8	13.4
October-March 1/	33,089	26,981		
April	5,090	4,570	15.2	13.8
May	5,111	4,339	15.3	15.1
June	4,928	4,407	15.5	16.2
October-June 1/		41,393		
July		4,556		16.9
August		4,641		16.8
September		5,152		16.4
Season 1/		56,941		

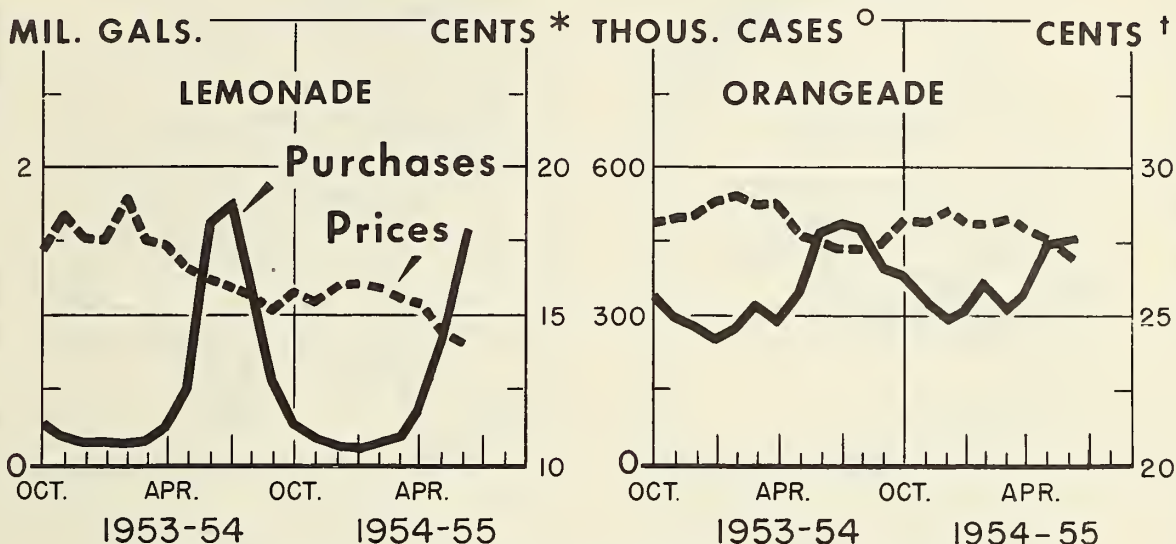
1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.



# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA  
\* PER 6-OUNCE CAN ° EQUIVALENT CASES OF 24 #2'S † PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1277-55 (7) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1953 to date

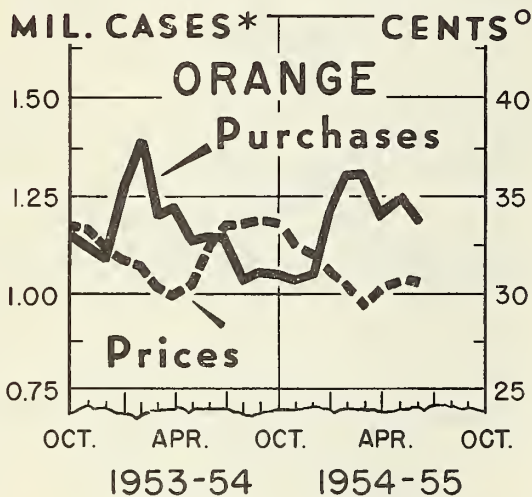
Period.	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000			1,000	1,000		
	gallons	gallons	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	244	267	15.7	17.2	373	336	28.2	26.1
November	167	162	15.4	18.4	326	295	28.1	28.2
December	127	102	16.0	17.5	290	274	28.5	28.3
October-December 2/	568	559			1,070	966		
January	121	121	16.2	17.5	306	254	28.1	28.3
February	136	114	15.9	18.9	361	272	28.0	29.0
March	194	139	15.5	17.4	311	317	28.2	28.7
October-March 2/	1,061	956			2,136	1,922		
April	321	230	15.3	17.3	348	285	27.9	28.3
May	887	514	14.3	16.5	436	350	27.5	27.7
June	1,551	1,638	14.0	16.2	458	464	26.9	27.4
October-June 2/		3,540				3,150		
July		1,769		15.9		408		27.2
August		1,172		15.7		478		27.2
September		525		15.1		390		27.3
Season 2/		7,303				4,633		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

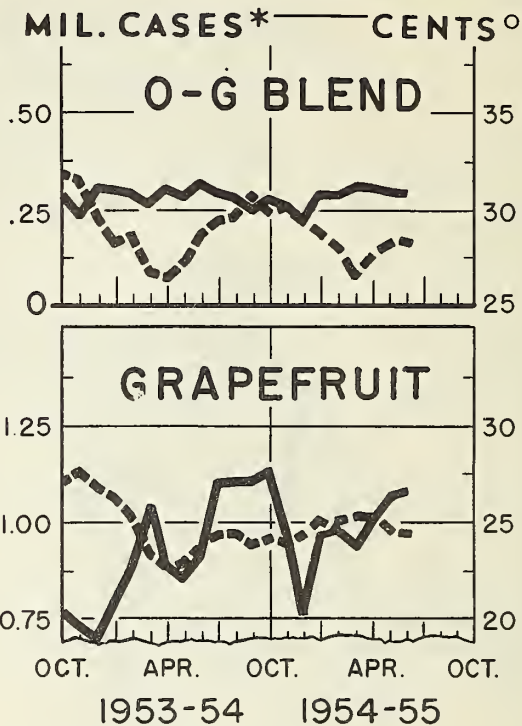
# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\* EQUIVALENT CASES OF 24 #2's

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1278-55 (7) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1953 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,054	1,159	33.4	33.4	1,127	764	24.1	27.1	276	295	29.9	31.8
November	1,043	1,128	32.4	33.3	978	721	24.0	27.6	267	233	30.1	31.6
December	1,056	1,087	32.0	32.2	767	695	24.6	26.9	235	314	29.4	29.4
October-December 2/	3,381	3,618			3,060	2,323			824	914		
January	1,212	1,235	31.0	31.7	952	804	25.1	26.1	285	300	28.6	28.1
February	1,321	1,391	30.4	31.3	984	880	24.6	25.2	283	294	28.1	28.5
March	1,326	1,203	29.5	30.1	939	1,041	25.2	23.3	322	262	26.5	26.8
October-March 2/	7,591	7,832			6,157	5,306			1,795	1,852		
April	1,190	1,225	30.2	29.8	1,006	884	25.2	22.5	312	310	27.7	26.3
May	1,241	1,133	30.6	30.3	1,077	845	24.6	22.9	307	274	28.3	27.2
June	1,176	1,149	30.5	32.2	1,080	913	24.4	23.3	280	329	28.1	28.5
October-June 2/		11,667				8,119				2,825		
July		1,146		33.5		1,103		24.2		284		29.6
August		1,032		33.5		1,105		24.3		274		29.5
September		1,058		33.8		1,106		23.8		249		30.7
Season 2/		15,201				11,710				3,712		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

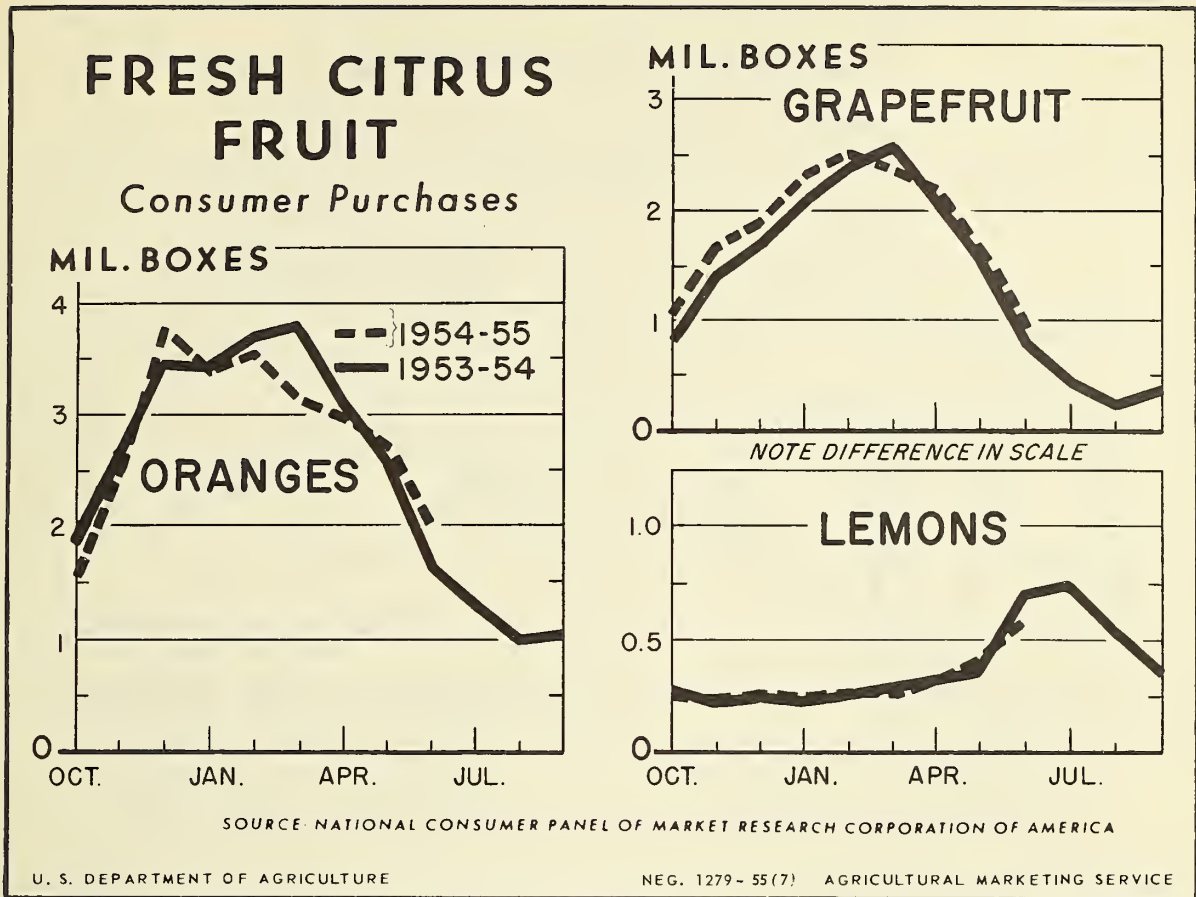


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1953 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,574	1,825	45.6	37.5	1,053	536	92.8	91.5	252	274	45.1	45.8
November	2,518	2,626	35.0	34.7	1,694	1,411	78.4	83.4	225	213	46.8	46.6
December	3,764	3,439	35.1	36.7	1,895	1,683	74.9	82.5	243	232	45.0	47.0
October-December 1/	8,612	8,552			5,121	4,331			785	774		
January	3,400	3,383	37.1	37.6	2,330	2,092	74.2	70.2	234	223	46.2	47.5
February	3,555	3,702	37.3	33.1	2,498	2,382	73.4	73.9	251	246	44.0	46.0
March	3,181	3,808	39.3	38.8	2,387	2,579	78.4	73.4	252	278	42.9	45.8
October-March 1/	19,543	20,371			12,995	12,027			1,583	1,591		
April	2,965	3,096	42.2	41.2	2,162	2,122	82.9	77.9	307	321	41.3	43.8
May	2,709	2,535	42.8	44.2	1,552	1,561	93.3	83.0	407	352	41.9	43.7
June	2,001	1,632	43.5	47.6	948	826	101.5	90.0	587	706	40.4	44.1
October-June 1/		28,215				16,858				3,078		
July		1,293		50.1		442		97.9		738		42.7
August		998		54.1		237		110.4		545		42.5
September		1,011		54.2		348		105.5		352		43.2
Season 1/		31,759				17,933				4,843		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



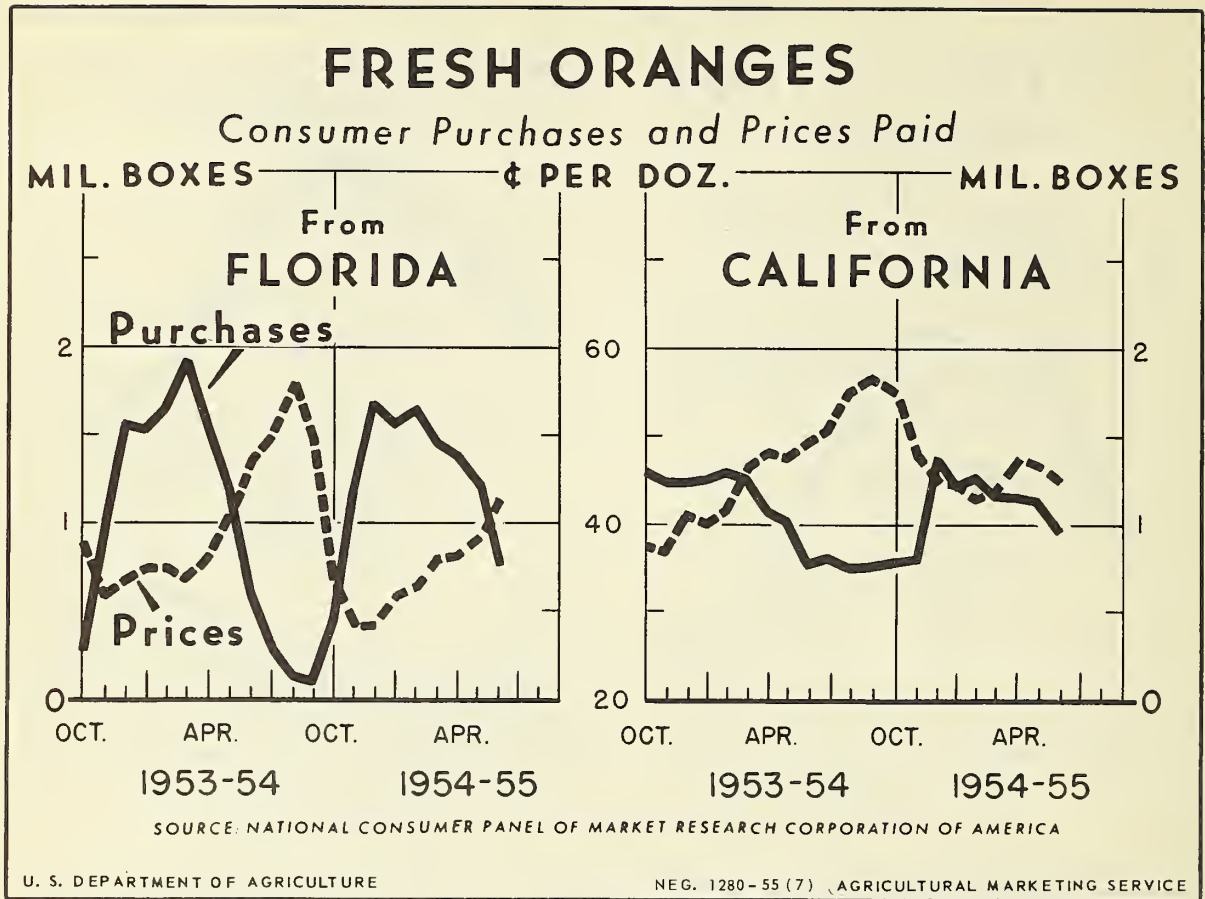


Figure 3

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1953 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	455	267	33.3	37.4	739	1,317	54.9	37.4
November	1,194	1,001	28.1	31.9	809	1,226	47.8	36.9
December	1,694	1,578	28.3	33.2	1,374	1,227	44.5	41.0
October-December 1/	3,660	3,141			3,271	3,999		
January	1,560	1,529	31.4	34.6	1,234	1,236	44.4	40.1
February	1,632	1,671	32.7	34.9	1,261	1,307	43.0	41.7
March	1,471	1,921	35.8	33.4	1,170	1,245	43.8	46.5
October-March 1/	8,704	8,679			7,206	8,128		
April	1,380	1,537	36.7	35.6	1,125	1,061	47.8	48.6
May	1,204	1,166	38.3	41.1	1,116	1,010	46.4	47.1
June	746	600	42.6	47.0	963	763	44.7	49.2
October-June 1/		12,220				11,167		
July		291		49.7		306		50.9
August		112		55.1		740		54.9
September		75		49.5		769		56.4
Season 1/		12,717				13,676		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods... Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



Table 1.- Canned single-strength juices and ades: U. S. total consumer purchases and average price, June 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1955	1954	1955	1954	Purchases		Quantity per purchase			1955	1954
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	10.3	11.4	1,176	1,149	1.7	1.7	58.2	56.8	46	30.5	32.2
Grapefruit	8.9	8.8	1,080	913	1.6	1.6	66.8	64.6	46	24.4	23.8
Orange & gpft. blend	3.2	3.9	280	329	1.4	1.4	57.9	58.7	46	28.1	28.5
Lemon	3.7	5.7	83	111	1.3	1.3	14.7	15.4	5-1/2	12.9	13.0
Grape	5.9	6.7	253	302	1.4	1.4	28.5	31.2	24	34.2	35.1
Pineapple	14.4	13.6	1,392	1,124	1.5	1.5	56.9	52.1	46	27.2	31.7
Prune	7.0	6.3	514	410	1.8	1.6	37.3	35.0	32	32.5	33.0
Tomato	17.5	20.4	1,635	2,029	1.5	1.7	54.6	56.7	46	26.6	24.9
Total 2/	48.0	51.9	7,239	7,046	2.6	2.7	50.9	49.1			
Canned ades											
Orangeade	4.0	4.0	458	464	1.5	1.6	67.4	65.8	46	26.9	27.4

1/ Equivalent cases of No. 2 cans--432 ounces per case.  
2/ Includes other canned single-strength juices.

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Table 2.- Frozen concentrated juices and ades: U. S. total consumer purchases and average price, June 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1955	1954	1955	1954	Purchases		Quantity per purchase			1955	1954
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	30.7	29.5	4,928	4,407	2.2	2.4	19.2	18.4	6	15.5	16.2
Grape	5.5	5.7	374	333	1.5	1.4	12.2	10.6	6	20.2	21.7
Other concentrates	1/	1/	242	247	1/	1/	13.6	12.4	6	15.7	16.5
Total	32.8	33.0	5,544	4,987	2.5	2.6	18.2	17.3			
Concentrated ades											
Frozen											
Lemonade	14.8	16.6	1,551	1,638	1.6	1.7	17.6	15.3	6	14.0	16.2
Shelf pack											
Orangeade	1.9	3.1	173	268	1.4	1.4	16.7	13.1	6	16.2	15.9
Lemonade	1.2	2.3	72	151	1.1	1.2	13.7	15.2	6	14.6	14.6

1/ Information not available.

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Table 3.- Fresh citrus fruit: U. S. total consumer purchases and average price,  
 June 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	21.4	18.7	963	763	1.7	1.8	12.5	11.7	44.7	49.2
Florida	11.7	10.5	746	600	2.0	2.1	12.6	11.1	42.6	47.0
Unidentified	7.1	7.1	273	259	1.4	1.5	11.8	11.5	41.2	43.5
Total 1/	34.5	30.1	2,001	1,632	2.1	2.1	12.4	11.4	43.5	47.6
Grapefruit										
California-Arizona	2.2	3.4	120	143	1.7	1.5	4.7	4.9	91.8	85.2
Florida	9.6	7.7	518	379	2.0	1.8	3.9	4.3	105.5	92.8
Unidentified	6.4	6.4	285	280	1.5	1.6	4.2	4.3	101.0	88.3
Total 1/	16.7	16.4	948	826	2.0	1.9	4.1	4.4	101.5	90.0
Lemons	32.3	36.2	587	706	1.7	1.8	7.8	7.3	40.4	44.1
Total 2/	55.1	55.3	3,537	3,167	2.9	3.0	9.2	8.4	47.5	50.4

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruit.

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